



ORDER

Flight Dates **10/24/12-10/29/12**

Contract / Revision **315719 /**

Original Date / Revision
10/23/12 10/23/12

Advertiser **DSCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC IE

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **2219**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 40100

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	8020
KPNX	20%	8020
KPPX	%	0
KSAZ	25%	10025
KTVK	20%	8020
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$5,112.75	\$6,015.00	0.00	10/01/12	10/26/12	4	\$5,112.75	\$6,015.00
Totals	4	\$5,112.75	\$6,015.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/25/12	10/26/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	---TF--	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$500.00		0.00			
N 2	KNXV	10/25/12	10/26/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	---TF--	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$750.00		0.00			
N 3	KNXV	10/25/12	10/26/12		CM	430pm-5pm	---TF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00



KNXV

Print Date: 10/24/12

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**KNXV-TV
PHOENIX**

Contract / Revision **315719** Flight Dates **10/24/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:13:00

Advertiser **DSCC**

Product **DSCC IE**

Estimate # **2219**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430pm-5pm											
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - TF - -		1			\$1,800.00		0.00				
N 4	KNXV	10/25/12	10/26/12	M-F 630pm-7pm	CM	630pm-7pm	- - - TF - -	:30	1	\$2,965.00	FX	0.00	NM	1	\$2,965.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - TF - -		1			\$2,965.00		0.00				
													Totals	4	\$6,015.00

*Tax 1 Note: Tax 0.5%.